



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213 (213) 659-0205
Dick Rosengarten, Publisher

VOL. XII
No. 27

JUL 16, 1990

HOT SUBJECT FOR AG RIVALS: INMATE LABOR.

GOP AG candidate Dan Lungren may be on the opposite side of many Calif. voters when it comes to such issues as abortion and off-shore energy exploration, but he's probably on the right side when it comes to putting prisoners to work inside the growing Calif. penal system. Lungren is a co-author of Gov. George Deukmejian's Prison Inmate Labor Initiative, a measure which will be on the November ballot...

...As for Democratic AG candidate Arlo Smith, he's looking this measure over very carefully. Lungren is pushing Smith to declare FOR the measure. According to CALPEEK sources, in the past Smith has had reservations about inmate labor, but has never taken a stance one way or another...

...Smith has two problems: AFL-CIO boss John Henning and the powerful CA Correctional Peace Officers Assn. (CCPOA)...

...Henning is dead set against Deukmejian's initiative. Sources say Smith wants to discuss the measure with Henning before making a public statement. Smith doesn't owe Henning a thing, especially since the AFL-CIO endorsed Smith's Demo primary rival, L.A. DA Ira Reiner. But Smith still needs to be diplomatic...

...On the other hand, Smith has to be very careful NOT to offend his backers from the LAW ENFORCEMENT community, such as PORAC (which has not yet endorsed this particular initiative). As for the CCPOA, they are strongly in FAVOR. CCPOA has postponed an endorsement in the AG's race until Smith goes public, which should be fairly soon...

...CALPEEK sources think it's likely that Smith WILL ENDORSE this measure, mainly because he doesn't want to give Lungren a shot at the CCPOA endorsement...

...Henning seems to be the only major labor leader vigorously opposed to this measure. CALPEEK sources say other labor leaders are ho-hum in terms of this being a DO OR DIE issue. Will the voters support this ballot measure? Bet the farm. Stay tuned...

REACTION MIXED ON CABLE TV ADS & POLITICS.

Editor's note: With 50% of all homes in Calif. hooked up to CABLE TV, use of this new communications tool to influence voters via the 30-second spot is becoming more and more commonplace in 1990. But is cable TV ready for prime time???

...Political consultants have long recognized the effectiveness of the 30-second TV ad to sway voters. TV has had a major impact on national and statewide campaigns. But at the local level, such as for a city council race or a legislative campaign, especially in a high population urban center, TV was always considered a waste, because it's broadcast signal went far beyond the borders of a given district. Enter CABLE TELEVISION...

...Most political consultants contacted by CALPEEK agree that CABLE TV is proving to be a good way to reach voters in localized races, but there is still debate whether cable TV or DIRECT MAIL is the best way to reach a localized audience. Some consultants are sticking with the more traditional approach, others are now willing to use cable TV to backup a direct mail campaign, while other consultants, such as Eric Shuman of ECS Communications in Sherman Oaks, believes cable TV is the best way to reach voters...

...At the Statewide level, media consultants still put their money into standard BROADCAST programming and will continue to

{Continued Next Page}

CALIFORNIA POLITICAL WEEK [ISSN 0195-6175] IS AN INDEPENDENT, NONPARTISAN NEWS ANALYSIS BULLETIN OF PUBLIC POLICY PUBLISHING, INC., A CALIFORNIA CORPORATION. TELEPHONE: (213) 659-0205. ADDRESS: P.O. BOX 1468, BEVERLY HILLS, CA 90213. \$85.00/YEAR. PUBLISHED WEEKLY, 44 WEEKS PER YEAR. COPYRIGHT BY PUBLIC POLICY PUBLISHING, INC. THIS TRADEMARK REGISTERED WITH THE CALIF. SEC. OF STATE. REPRODUCTION IN WHOLE OR PART REQUIRES EXPRESS PERMISSION. ALL RIGHTS RESERVED. 1ST CLASS POSTAGE PAID AT LOS ANGELES.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

do so until the cable industry figures out a way to tell potential advertisers exactly HOW MANY VIEWERS are watching a specific cable program. But cable ad salespeople can tell a consultant WHAT KIND OF VIEWER is watching. In other words, the battle for political TV ad dollars has come down to delivery of a large audience on BROADCAST TV vs. demographics on CABLE TV...

...As for cost, a 30-second political spot on a cable program can run anywhere from \$20 to \$200, but can run higher for specific time slots on specialized programming. For example, advertisers wishing to buy a spot on CNN's popular Larry King show pay a 20% premium. But the big bucks are earned on sports programming. Beginning this August, both ESPN and TNT will be showing pro football. Single spots will sell for as much as \$1,200. Now remember, a single 30 second spot on Fox Network's "The Simpsons" runs about \$50,000. Again, the difference is that Bart Simpson & Co. deliver a known audience of millions. Like broadcast TV, cable ads featuring candidates are supposed to get the lowest available rate, while ballot measures generally pay more...

...In terms of programming, consultants who use cable TV for political advertising are staying with proven formulas, such as news on CNN or CNN's Headline News; sports on ESPN; and movies on TNT and USA. The more daring are buying ads on Arts & Entertainment(A&E); The Discovery Channel; and Lifetime, which has programming aimed at the female audience...

...And just like broadcast TV, a whole system of advertising, timebuying and rep networks have been established. Like broadcast TV, an advertiser can buy political spots throughout the whole state with one call - such as to Cable Network Inc.(CNI) or Nat'l Cable Advertising(NCA). Or one can purchase time by going directly to each cable system in a given area...

...So which politicians are using cable? The guy who gets the most credit is U.S. Sen. Pete Wilson(R), who first used cable TV advertising back in 1982. He used it extensively in 1988 and is again making heavy use of cable TV in 1990. Assemblyman Richard Katz(D-Sepulveda) shelled out \$45,000 for an L.A. cable buy to push for Props. 108/111 this past June. But that's

about it, except for localized campaigns throughout the State...

...Bottomline: while most political consultants are glad that cable has arrived, many are still reluctant to buy cable TV. But CALPEEK sources predict this attitude will disappear shortly. In fact, some cable TV ad people think a number of statewide candidates will follow Wilson's lead in selectively purchasing cable TV spots for the fall campaign. Stay tuned...

CHARLTON RESEARCH CHECKS SLATE CARD POWER.

If you've ever wondered about the power of SLATE CARDS, think no more. S.F. based Charlton Research did a post-election survey June 8-12 and overall it showed that 49% of the Republicans and 55% of the Demos believe slate cards and/or voting guides were either extremely or somewhat important in helping voters decide how to vote in elections...

...And compared to other forms of communications, such as TV ads, letters/pamphlets and endorsements by news media, slate cards are slightly more effective, according to the survey data. On a scale of extremely important/somewhat important vs. not very important/not important at all, slates scored 51% to 48%, with 1% undecided...

...On this same scale, newspapers scored 40% to 58%, with 2% undecided. TV ads got 35% to 64%, with 1% undecided. And direct mail letters/pamphlets scored 44% to 55%, with 1% undecided...

...Slates also seem to have more impact on female voters (56% of women voters rated slates as extremely or somewhat important); and the impact is greater in the NORTH than in the SOUTH (56% in North vs. 51% in the South said slates were extremely or somewhat important). And slates seemed to help YOUNGER voters more than older voters. In the 18-24 age group, 68% rated slates as extremely or somewhat important. Older voters rated slates from 39% to 52% in terms of importance...

ALAMEDA SUP. PERATA AT COMMONWEALTH CLUB.

The fiscal health of Alameda County will be the subject of a speech by Sup. Don Perata at 6:15 p.m., July 24, Alameda Co. chapter of the Commonwealth Club, Lakeview Club, Kaiser Center in Oakland. For info & RSVPs (415)543-3353...

GOP CENTRAL COMMITTEE TO PICK REPLACEMENT FOR LATE ASSEMBLYMAN SEASTRAND ON JULY 14.

By the time this issue of CALPEEK hits the street, members of the Republican County Central Committees from the 29th A.D. will have picked a replacement for the late Eric Seastrand(R-Salinas), who died last month after a long battle with cancer. The leading contender to replace the popular lawmaker is his wife, Andrea. Some 26 GOP Assemblymembers have endorsed her candidacy for the seat. She is the favorite, but not the only candidate. Other contenders are San Luis Obispo councilman Jerry Reiss, who is already the GOP nominee against incumbent Demo U.S. Rep. Leon Panetta; and CA Coastal Commissioner Steve MacElvaine. The replacement GOP candidate is a slam dunk against Demo John Lybarger, a retired teacher. Stay tuned...

WILL S&L SCANDAL IMPACT RACE IN 17th C.D.

Democrats have been after U.S. Rep. Charles "Chip" Pashayan(R-Fresno) for years without any success. About the closest they came to beating Pashayan was back in 1982 when former Kern Co. Sup. Gene Tackett got 46% to 54% for Pashayan. In 1986, the GOP incumbent mashed Demo John Hartnett, who got only 40%. And two years ago, Demo Vincent Lavery won only 29% of the vote...

...So why are Demos more upbeat this year with farmer/businessman Calvin Dooley as their nominee? The answer is the SAVINGS & LOAN CRISIS and the Charles Keating mess. According to the Washington D.C. based Roll Call, Pashayan got about \$26,000 in contributions from Keating and his associates in 1986. Yes, Pashayan returned the money, but only one day before ex Federal Home Loan Bank Board chair Ed Grey appeared on Capitol Hill to give testimony before the House Banking Committee. That was late last year. In testimony, Grey said Pashayan lobbied him hard in favor of Keating's position...

...With the S&L bailout costing the taxpayers about \$3,000 each (\$300 billion at last count), this issue could impact the 17th C.D. race, according to Dooley's campaign consultant, Rose King of Sacto based Directions. Fairbank, Bregman & Maullin recently finished a survey for the Dooley campaign and it shows there is some feeling for a change EVEN BEFORE the S&L stuff is mentioned. About 42% want a new congress-

man, while 39% favor reelecting Pashayan. That's not an encouraging number for Pashayan, because anytime an incumbent falls below 50%, that indicates trouble...

...On the push questions with the S&L stuff factored in, only 20% are definitely or probably FOR Pashayan, while 71% are for someone else, with 9% undecided...

...And 82% of the voters in this Central Valley district also view the S&L crisis as extremely or very serious. The FB&M survey was taken between June 21-23, among 401 likely voters. CALPEEK will continue to cover this race. Stay tuned...

LARGE FIELD IN RACE FOR S.F. COUNTY SUPES.

With incumbent S.F. County Supes. Richard Hongisto and Wendy Nelder giving up their safe seats on the board this fall to run for the open County Assessor's job, a large group of candidates have taken out papers to run in November...

...Three incumbent supervisors, Bill Maher, Doris Ward and Nancy Walker are considered early favorites to hold their seats. Of this group, it is felt Maher might win the most votes to become the board president in 1991...

...Of those 12-15 candidates who are eyeing the two empty seats, the early frontrunners here are Carole Migden, chair of the S.F. Co. Democratic Central Committee; and civil rights attorney Roberta Achtenberg, who ran against John Burton for the State Assembly several years ago. These two are in the top tier. In the second tier are Kevin Shelley, director of San Francisco Alive, a community group; former S.F. Police Comm. Jose Medina; and Joel Ventresca, a neighborhood activist. Yes, Shelley is the son of former S.F. Mayor Jack Shelley. There are about 10 lesser knowns also in the race...

ROOS TO ADDRESS L.A. CURRENT AFFAIRS GROUP.

Assembly Speaker Pro Tem Mike Roos(D-L.A.) and L.A. Times/Orange Co. political writer Claudia Luther are the NewsMaker/NewsBreaker guests of the L.A. Current Affairs Forum at 6 p.m., July 24 at Andre's Restaurant in Beverly Hills. For info & RSVPs, contact Emma Schafer at (213)445-8862. The overall program is called "A look behind the scenes in Sacramento."...

1991 L.A. CITY ELECTION IN THE SPOTLIGHT.

The L.A. City election for even numbered council districts is still 9 months away, but already there are signs of political activity. Veteran councilmembers Joel Wachs, John Ferraro and freshman councilman Nate Holden appear to be solid as of now, but CALPEEK insiders think freshman councilmembers Ruth Galanter and Richard Alatorre might end up with credible challengers. As for veterans Hal Bernson and Robert Farrell, both could have tough re-election campaigns, depending upon who actually files...

...In Farrell's 8th district, consultant/political activist Kerman Maddox is already hard at work assembling a campaign team and grass roots network for an April 1991 run against the sometimes controversial Farrell. In 1987, the incumbent got just 54.8% against 5 unknowns. And just this past June, he finished a poor second to Marguerite Archie-Hudson in the Demo primary to replace Maxine Waters in the 48th A.D. What's more, Archie-Hudson trounced Farrell in the 8th council district portions which overlap the 48th C.D. (46% to 34%)...

...With this data, Maddox feels he has a real shot at unseating the 16-year veteran. Co-chairs of the Maddox campaign will be The Rev. Cecil Murray and Elbert Hudson. Attorney Cynthia McClain-Hill is the finance chair, while Rick Taylor has signed on as consultant. The campaign theme is "Bring Back The Pride."...

...Despite all the brave talk, it isn't going to be easy to unseat Farrell, who is a long time favorite of organized labor and is also close to L.A. Mayor Tom Bradley. But right now the feeling is that Farrell is vulnerable. Will Maddox be Farrell's only challenger? Unlikely. There is talk that SCLC/So. Calif. director Mark Ridley Thomas may also jump into the race...

GOP CONTROLLER CANDIDATE FONG AT BAPAC.

Attorney Matthew Fong, the Republican nominee for CA State Controller, will address members of the Bay Area Public Affairs Council on July 26 at the St. Francis Hotel in S.F. Reception 11:30 a.m., lunch 12 noon. For info & RSVPs, contact Denise Bartoni at The Clorox Co. (415)271-7228...

THE RACE TO REPLACE GARAMENDI HEATING UP.

State Sen. John Garamendi(D-Stockton) has not even been elected as CA Insurance Commissioner, yet the field of announced and unannounced candidates for his 5th Senate District seat is getting larger. Garamendi's wife, Patti, has already declared her intention of replacing her husband and now, according to CALPEEK sources, Demo Assemblyman Patrick Johnston of Stockton is making calls to key opinion molders saying he will be a candidate. CALPEEK's source say Johnston is working just as hard as Peace Corps Patti. Stay tuned...

SARAH FLORES TO ADDRESS W.I.P.A. LUNCHEON.

1st Dist., L.A. County supervisorial candidate Sarah Flores will address Women In Public Affairs on July 17 at the Tower Restaurant in L.A. 11:30 a.m. reception, 12 noon luncheon. For info & RSVPs, Linda Braunschweiger at (213)236-7154...

NEW JOBS, ACCOUNTS AND PERSONNEL NOTES.

Editor's note: Here's a brief update on some new personnel developments:

- Kevin Sloat, AA to State Sen. Marian Bergeson(R-Newport Beach), takes over as daily cmpg. mgr. in Bergeson's LG race. Previous daily cmpg. mgr. Eric Rose moves to the L.A. County supervisor campaign of Sarah Flores...

- Dan Schnur is the new media spokesman for the CA Republican Party. He replaces John Kurzweil, who has taken a job with HUD...

- Consultant Rick Taylor takes over the reelection bid for L.A. County Assessor John Lynch, who is in a runoff. Taylor and San Diego partner Jean Andrews are also doing the runoff campaign for San Diego Undersheriff Jack Drown...

- CALPEEK sources in San Diego say that TV news commentator Mike Tuck will soon be in L.A. doing his thing for KCBS-TV. And Bill Press has been rehired by KABC Radio after this unsuccessful run for Insurance Commissioner this past June...

- Bryan Godbe and partner Tom Fries have split. Godbe has renamed the PR/campaign mgt. firm Godbe Communications. Still HQed at 451 Bridgeport Dr., Half Moon Bay, CA...